

Words That Work

Phrases that encourage major & planned gifts



Results from **20**
survey groups
including **over**
14,000 total
participants
collected during with
one goal:

To uncover the messages and phrases that
work to encourage planned & major gifts

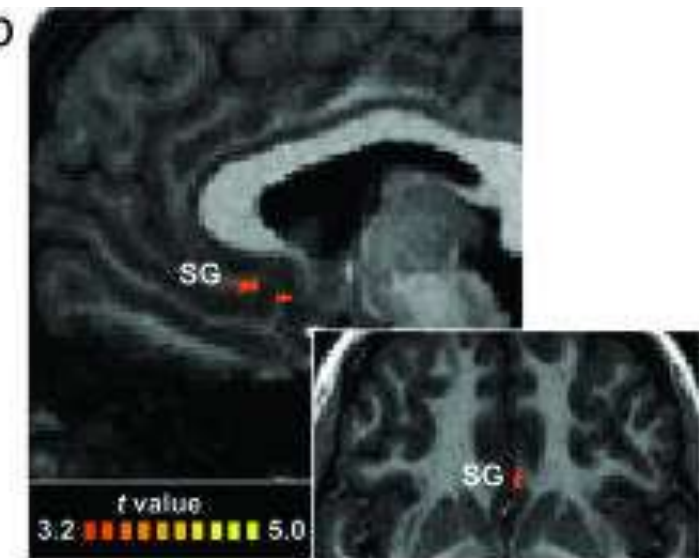
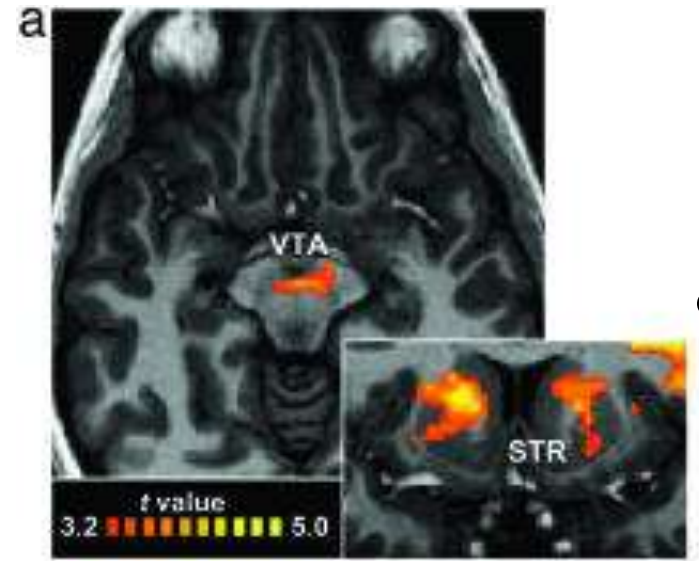


Philanthropy as synthetic family

Philanthropy is a **SOCIAL** act using the
mechanisms of **FAMILY** bonding

Philanthropy uses family bonding mechanisms

- Charitable giving is rewarding (like receiving money)
- But uniquely involves **oxytocin-rich** social attachment brain regions (used in maternal and romantic love)



“donating to societal causes recruited two types of reward systems: the VTA–striatum mesolimbic network, which also was involved in pure monetary rewards, and the subgenual area, which was specific for donations and plays key roles in social attachment and affiliative reward mechanisms in humans and other animals.” *Moll, et al (2006) PNAS 103(42), p. 156234.*

Philanthropy uses family bonding mechanisms



Increasing
neuropeptide
“**oxytocin**” – a
family bonding
hormone –
increases giving

Philanthropy uses family bonding mechanisms

**Human touch,
when followed by
a small gift,
elevated oxytocin
levels AND
subsequent
charitable giving**



Morhenn, V. B., Park, J. W., Piper, E., Zak, P. J. (2008). Monetary sacrifice among strangers is mediated by endogenous oxytocin release after physical contact. *Evolution and Human Behavior*, 29, 375-383.


Charitable estate giving as “synthetic family”

**The strongest
predictor of
charitable
bequest
planning is
childlessness**



James, R. N., III. (2009). Health, wealth, and charitable estate planning: A longitudinal examination of testamentary charitable giving plans. *Nonprofit and Voluntary Sector Quarterly*, 38(6), 1026-1043.

Philanthropy is a “social act”

A close-up, black and white photograph of a person's face, focusing on the eyes. The eyes are a vibrant, glowing green color, contrasting sharply with the grayscale background of the face and skin. The person's eyebrows are visible above the eyes, and the overall expression is neutral but intense.

Charitable giving generated greater activation in brain reward centers (ventral striatum) when observers were present



Philanthropy as synthetic family

Philanthropy is a **SOCIAL** act using the
mechanisms of **FAMILY** bonding

Build *family-social* relationships, not *market-contract* relationships

Do you **call**?

Do you **write**?

Do you **visit**?

Are you closer to
extended family
members who
do these things?



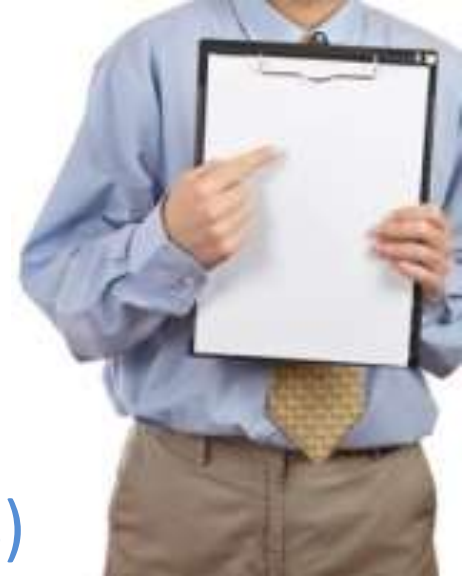


One study found that a distinguishing characteristic of successful fundraisers is that they tend to excel at friendship-related skills such as emotional intelligence or memory for personal details

Pudelek, J. 2014. "Eleven Characteristics of Successful Fundraisers Revealed at IoF National Convention." July 10.
http://www.civilsociety.co.uk/fundraising/news/content/17819/eleven_characteristics_of_successful_fundraisers_revealed_at_iof_national_convention



Family words
(simple language and life stories)
outperform
formal words
(technical, contract, market terms)



Philanthropy is a **SOCIAL** act using the
mechanisms of **FAMILY** bonding



Social Realm (identity)

I help people
because of who I
am

**Use
family
language**

**Stories
and
simple
words**

**Avoid
market
language**

**Formal,
legal, or
contract
terms**



Market Realm (exchange)

I engage in
transactions by
formal contract

**Would you say it in a normal
conversation with your grandmother?**



Describing a CRT



Make a gift

where you get an immediate tax deduction, still control the investment of the assets and receive income from the investments for the rest of your life with anything left over going to charity at your death.

Make a transfer of assets

where you get an immediate tax deduction, still control the investment of the assets and receive income from the investments for the rest of your life with anything left over going to charity at your death.

Different groups rate their interest after receiving different descriptions

Does it make much difference?

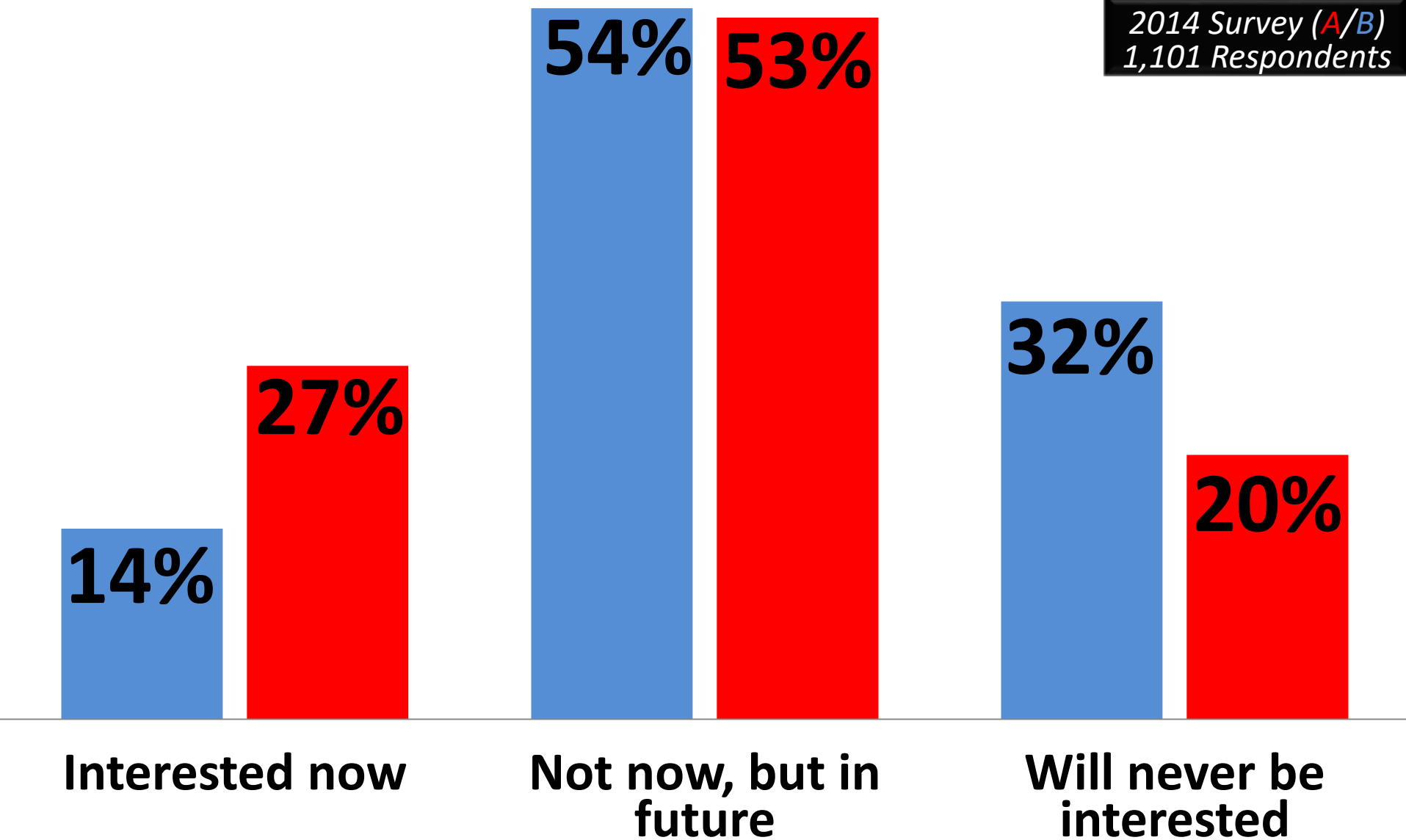
Make a transfer of assets

where you control the investment of the assets and receive income from the investments for the rest of your life with anything left over going to charity at your death.

Make a gift

where you get an immediate tax deduction, still control the investment of the assets and receive income from the investments for the rest of your life with anything left over going to charity at your death.

2014 Survey (A/B)
1,101 Respondents





Describing a CGA



**Make a
gift**

and in exchange receive a
guaranteed lifetime income from
the charity.

**Enter into a
contract with a
charity where
you transfer your
cash or property**

and in exchange receive a
guaranteed lifetime income from
the charity.

Does it make much difference?

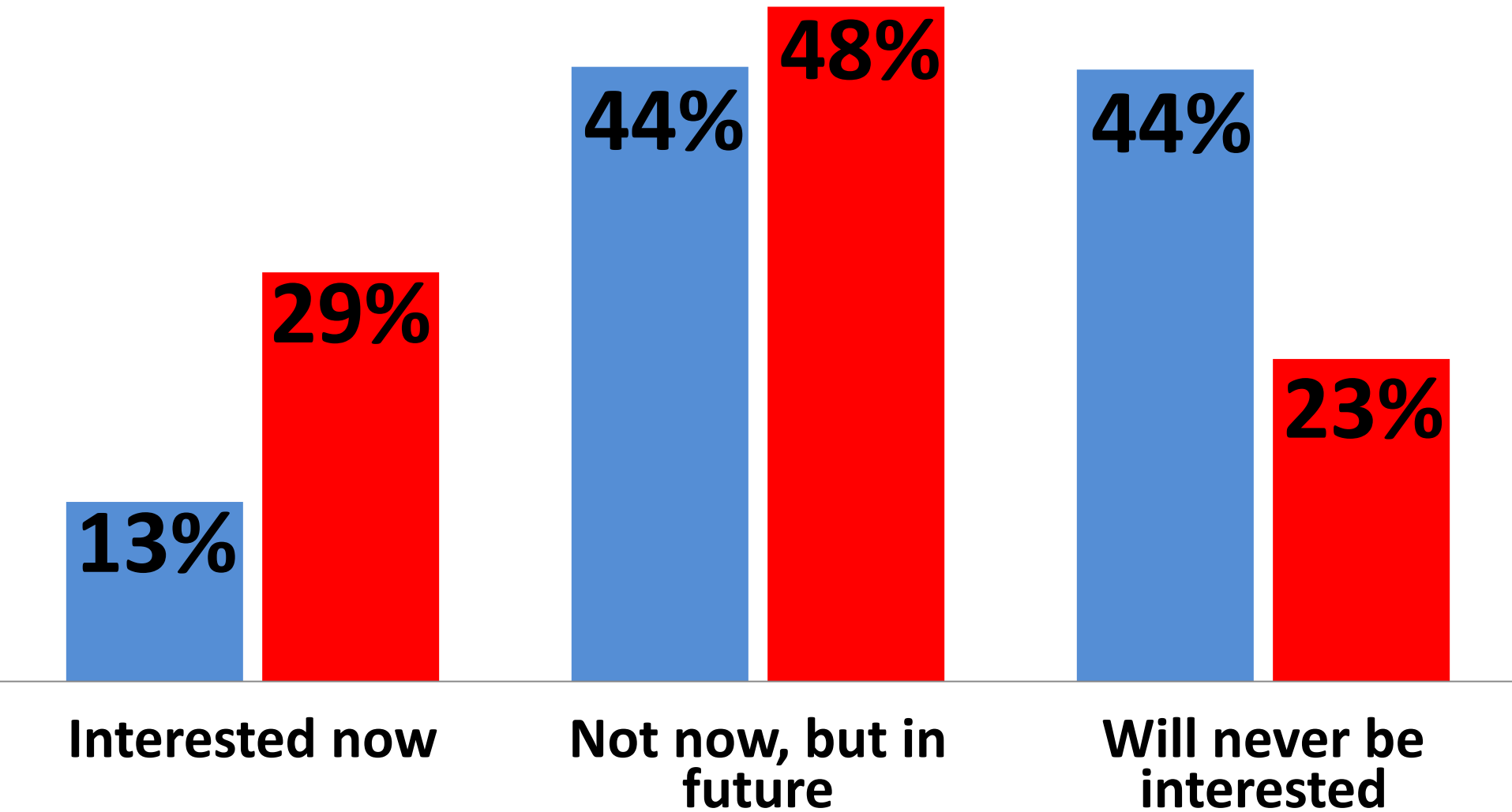
■ Contract

Enter into a contract with a charity where you transfer your cash or property and in exchange receive a guaranteed lifetime income from the charity

■ Gift

Make a gift and in exchange receive a guaranteed lifetime income from the charity

2014 Survey (A/B)
1,101 Respondents



Formal terms lower charitable interest

2014 Survey, 1,417 Respondents, Group F/G

**Interested
Now**

36%

Get an immediate tax deduction and still receive income from your investments for the rest of your life by making a gift where you control the investment of the assets, but anything left over goes to charity at your death.

**Will Never
Be
Interested**

14%

22%

Get an immediate tax deduction and still receive income from your investments for the rest of your life by making a gift

**using a “Charitable
Remainder Trust”**

where you control the investment of the assets, but anything left over goes to charity at your death.

23%

Formal terms lower charitable interest

2014 Survey, 1,418 Respondents, Group F/G

**Interested
Now**

50%

Receive a tax deduction and
make a gift that pays you
income for life

23%

Receive a tax deduction and
make a gift that pays you
income for life
**called a “Charitable
Gift Annuity”**

**Will Never
Be
Interested**

8%

19%

Formal terms lower charitable interest

2014 Survey, 1,422 Respondents, Group **F**/G

**Interested
Now**

26%

Immediately receive a tax deduction for 70% of the value of a house or land by making a charitable gift of the property, but keeping the right to use it for the rest of your life.

**Will Never
Be
Interested**

23%

15%

Immediately receive a tax deduction for 70% of the value of a house or land by making a charitable gift of the property,

**using a “Remainder
Interest Deed”**

but keeping the right to use it for the rest of your life.

30%

Formal terms lower charitable interest

2014 Survey, 1,246 Respondents, Groups D/*E*

**Interested
Now**

23%

Make a gift to charity in
my will

**Will Never
Be
Interested**

12%

12% Make a **bequest** gift
to charity

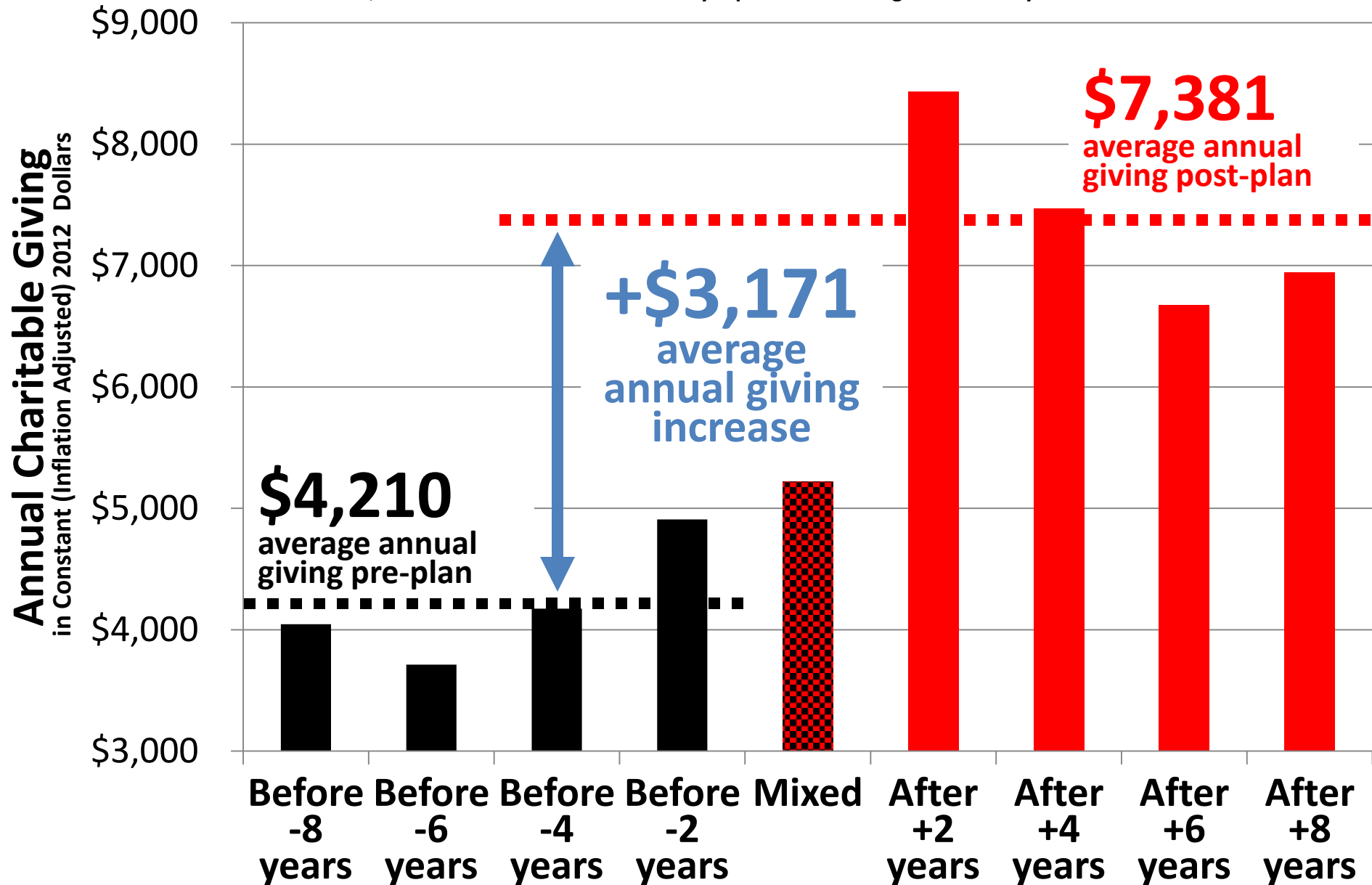
14%

Drop in “Interested Now” with formal terms

Phrase	Women	Men	50+
“bequest gift”	-14.2%	-7.3%	-13.0%
“Enter into a contract with a charity...”	-19.2%	-11.8%	-9.7%
“using a Remainder Interest Deed”	-12.6%	-9.3%	-7.4%
“called a Charitable Gift Annuity”	-25.6%	-26.9%	-20.1%
“using a Charitable Remainder Trust”	-12.9%	-14.7%	-10.2%
“Make a transfer of assets...”	-12.0%	-12.8%	-4.9%

Giving Before and After Adding Charitable Beneficiary to Estate Plan

9,439 observations from a nationally representative longitudinal study



What
job titles
work best
for donors?



**Would
definitely
contact**

**Very
likely
to contact**

**Somewhat
likely
to contact**

**Somewhat
unlikely
to contact**

**Very
unlikely
to contact**

**Would
never
contact**

Who at the charity are you more likely to contact?

- Gift of stock
- Real estate gift
- Charitable gift annuity
- Gift in a will

5,621 People Surveyed.

Each person chose from only 13 titles for each scenario. Scenarios and titles were rotated among ten different respondent groups balancing alphabetical and reverse alphabetical title order.



Tested 71 Titles



Chief Advancement Officer; Advancement Development; Business Development; Campaign; Charitable Estate Planning; Development; Donor Development; Donations Consultant; Donor; Donor Assistant; Donor Counselor; Donor Ombudsman; Donor Relations; Estates; Executive; External Relations; Finance; Financial; Financial Advisor for Donors; Fundraising; Gift Planner; Gift Planning; Individual Giving; Institutional Advancement; Leadership Gifts; Legacy Planning; Major Gifts; Philanthropic Strategist; Planned Gifts; Planned Giving; Real Estate Gifting; Resource Development; Special Gifts; Stewardship

Director of Advancement; Advancement Development; Advancement/Planned Giving; Annual Giving; Charitable Estate Planning; Charitable Planning; Complex Gifts; Development; Development & Marketing; Donor Advising; Donor Assistance; Donor Development; Donor Relations; Donor Guidance; Estate & Gift Planning; Estates; Finance; Fundraising; Institutional Advancement & Gift Planning; Institutional Advancement; Legacy Planning; Major Gifts; Major Gifts & Legacy Planning; Personal Philanthropy; Philanthropic Opportunities; Philanthropy; Planned Gifts; Planned Gifts & Grants; Planned Giving; Planned Giving & Estate Administration; Planned Giving & Finance; Planned Giving Development; Resource Development; Stewardship; Stewardship & Development; Trusts & Estates; Trusts, Estates & Gift Planning

Suppose you receive \$100,000 in corporate stock from a relative. You are considering gifting some of these shares to a large charity, but you want to do it in a way that saves the most taxes. Who at the charity are you more likely to contact?



Gift of Stock

Best 10 Titles (of 66 tested)

1. (do) **Planned Giving & Finance**
2. (co) **Financial Advisor for Donors**
3. (do) **Donor Advising**
4. (do) **Institutional Advancement & Gift Planning**
5. (do) **Trusts, Estates & Gift Planning**
6. (co) **Donor Relations**
7. (do) **Estate & Gift Planning**
8. (co) **Donor Officer**
9. (do) **Donor Guidance**
10. (do) **Charitable Planning**

Worst 10 Titles (of 66 tested)

1. (do) **Advancement**
2. (co) **Advancement**
3. (co) **Business Development**
4. (co) **Real Estate Gifting**
5. (do) **Institutional Advancement**
6. (co) **Institutional Advancement**
7. (co) **Campaign**
8. (do) **Development Marketing**
9. (co) **External Relations**
10. (do) **Development**

How big of a difference? Gift of Stock

2014-2015 Survey, 2,151 Responses

**Would
Definitely
Contact**

22%

**Director of
Donor Advising**

**Would
Never
Contact**

7%

18%

**Chief Donor
Relations Officer**

7%

7%

**Director of
Advancement**

25%

Suppose you own some real estate and you are thinking about giving part of it to a charity, but you want to do it in the right way.

Who at the charity are you more likely to contact?



Gift of Real Estate

Best 10 Titles (of 68 tested)

1. (co) Real Estate Gifting
2. (co) Gift Planner
3. (do) Estate & Gift Planning
4. (do) Planned Giving & Estate Administration
5. (do) Trusts, Estates & Gift Planning
6. (do) Charitable Estate Planning
7. (co) Donor
8. (do) Trusts & Estates
9. (do) Charitable Estate Planning
10. (co) Donor Relations

Worst 10 Titles (of 68 tested)

1. (do) Advancement
2. (do) Development & Marketing
3. (co) Advancement
4. (do) Institutional Advancement
5. (do) Development
6. (do) Advancement Development
7. (co) Business Development
8. (co) Executive
9. (co) External Relations
10. (co) Donor Ombudsman

**You read in a
newspaper article
about a plan where
you can receive a tax
deduction and make
a gift that pays you
income for life.**

**Who at the charity
are you more likely
to contact to ask
about this?**



Charitable Gift Annuity

Best 10 Titles (of 71 tested)

1. (co) Financial Advisor for Donors
2. (do) Planned Giving & Finance
3. (do) Donor Advising
4. (do) Planned Giving
5. (do) Trusts, Estates & Gift Planning
6. (do) Advancement & Planned Giving
7. (do) Planned Gifts & Grants
8. (co) Gift Planning
9. (co) Individual Giving
10. (co) Donations Consultant

Worst 10 Titles (of 71 tested)

1. (co) Campaign
2. (co) Advancement Development
3. (co) Advancement
4. (co) Institutional Advancement
5. (do) Institutional Advancement
6. (do) Advancement Development
7. (do) Advancement
8. (co) Development
9. (co) Resource Development
10. (do) Development & Marketing

Suppose you are getting ready to write a new will. You are considering including a charity, but you want to use the right language for the gift. Who at the charity are you more likely to contact?



Charitable Will

Best 10 Titles (of 70 tested)

1. (do) Trusts, Estates & Gift Planning
2. (do) Estate & Gift Planning
3. (do) Planned Giving & Estate Administration
4. (do) Donor Guidance
5. (do) Charitable Estate Planning
6. (do) Legacy Planning
7. (do) Donor Advising
8. (do) Trusts & Estates
9. (do) Major Gifts & Legacy Planning
10. (co) Gift Planning

Worst 10 Titles (of 70 tested)

1. (do) Development & Marketing
2. (do) Institutional Advancement
3. (do) Advancement
4. (co) Business Development
5. (co) Advancement
6. (do) Development
7. (do) Resource Development
8. (co) Advancement Development
9. (co) Institutional Advancement
10. (co) Campaign

All four scenarios combined.

Who at the charity are you more likely to contact?

Best 10 Titles (63 tested in all cases)

1. (do) **Trusts, Estates & Gift Planning**
2. (co) **Financial Advisor for Donors**
3. (do) **Estate & Gift Planning**
4. (do) **Planned Giving & Finance**
5. (do) **Donor Advising**
6. (do) **Planned Giving & Estate Administration**
7. (do) **Charitable Estate Planning**
8. (co) **Gift Planner**
9. (do) **Charitable Planning**
10. (co) **Donor Guidance**

Worst 10 Titles (63 tested all cases)

1. (do) **Advancement**
2. (do) **Institutional Advancement**
3. (co) **Advancement**
4. (do) **Development & Marketing**
5. (co) **Business Development**
6. (co) **Institutional Advancement**
7. (co) **Advancement Development**
8. (do) **Development**
9. (do) **Advancement Development**
10. (co) **External Relations**

Among Adults Age 50+

Best 10 Titles (of 63 tested in all scenarios)

1. (do) **Trusts, Estates & Gift Planning**
2. (do) **Estate & Gift Planning**
3. (do) **Planned Giving & Finance**
4. (do) **Charitable Estate Planning**
5. (co) **Financial Advisor for Donors**
6. (do) **Planned Giving & Estate Administration**
7. (co) **Gift Planner**
8. (co) **Charitable Estate Planning***
9. (co) **Planned Giving***
10. (do) **Planned Giving***

***not in overall top 10**

Worst 10 Titles (of 63 tested in all scenarios)

1. (do) **Advancement**
2. (do) **Institutional Advancement**
3. (co) **External Relations**
4. (co) **Advancement**
5. (co) **Institutional Advancement**
6. (do) **Development & Marketing**
7. (do) **Development**
8. (co) **Resource Development***
9. (do) **Advancement Development**
10. (co) **Advancement Development**

***not in overall bottom 10**

Among Women

Best 10 Titles (of 63 tested in all scenarios)

1. (do) **Trusts, Estates & Gift Planning**
 2. (co) **Financial Advisor for Donors**
 3. (do) **Estate & Gift Planning**
 4. (do) **Planned Giving & Finance**
 5. (do) **Donor Advising**
 6. (do) **Planned Giving & Estate Administration**
 7. (do) **Charitable Estate Planning**
 8. (co) **Gift Planner**
 9. (co) **Donor Guidance**
 10. (do) **Planned Giving**
- *not in original top 10**

Worst 10 Titles (of 63 tested in all scenarios)

1. (do) **Advancement**
2. (do) **Development & Marketing**
3. (do) **Institutional Advancement**
4. (co) **Advancement**
5. (do) **Development**
6. (do) **Advancement Development**
7. (co) **Advancement Development**
8. (co) **Business Development**
9. (co) **Institutional Advancement**
10. (co) **External Relations**

Among Men

Best 10 Titles (of 63 tested in all scenarios)

1. (do) Estate & Gift Planning
2. (co) Financial Advisor for Donors
3. (do) Planned Giving & Finance
4. ((do) Trusts, Estates & Gift Planning
5. (do) Planned Giving & Estate Administration
6. (do) Donor Advising
7. (do) Charitable Planning
8. (co) Donations Consultant*
9. (do) Charitable Estate Planning
10. (co) Major Gifts & Legacy Planning

Worst 10 Titles (of 63 tested in all scenarios)

1. (do) Institutional Advancement
2. (do) Advancement
3. (co) Advancement
4. (do) Development & Marketing
5. (co) Business Development
6. (co) Institutional Advancement
7. (co) Advancement Development
8. (co) External Relations
9. (do) Development
10. (co) Development

Among Major Donors

Group averaging \$10,000 in donations

Best 10 Titles (of 63 tested in all scenarios)

1. (co) Financial Advisor for Donors
2. (do) Trusts, Estates & Gift Planning
3. (do) Planned Giving & Finance
4. (do) Estate & Gift Planning
5. (do) Donor Advising
6. (do) Planned Giving & Estate Administration
7. (do) Charitable Planning
8. (co) Planned Giving Officer*
9. (do) Charitable Estate Planning
10. (co) Planned Gifts

Worst 10 Titles (of 63 tested in all scenarios)

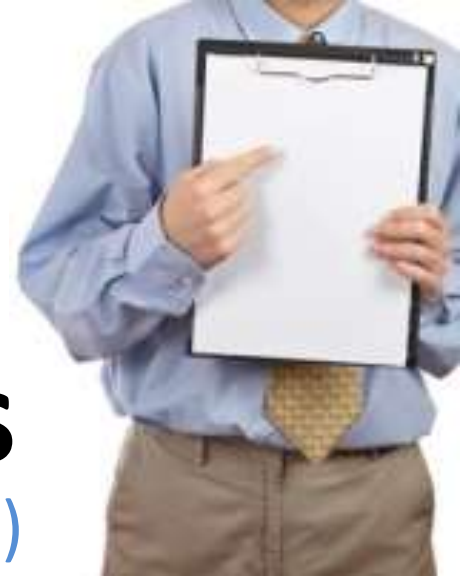
1. (co) Executive*
2. (co) Campaign*
3. (do) Resource Development*
4. (do) Institutional Advancement
5. (do) Development & Marketing
6. (do) Advancement
7. (co) Advancement Development
8. (co) Business Development
9. (co) Advancement
10. (co) Institutional Advancement

**Do we communicate with
donor language or insider
language?**





**Use
family words**
(simple language and life stories)
not formal words
(technical, contract, market terms)



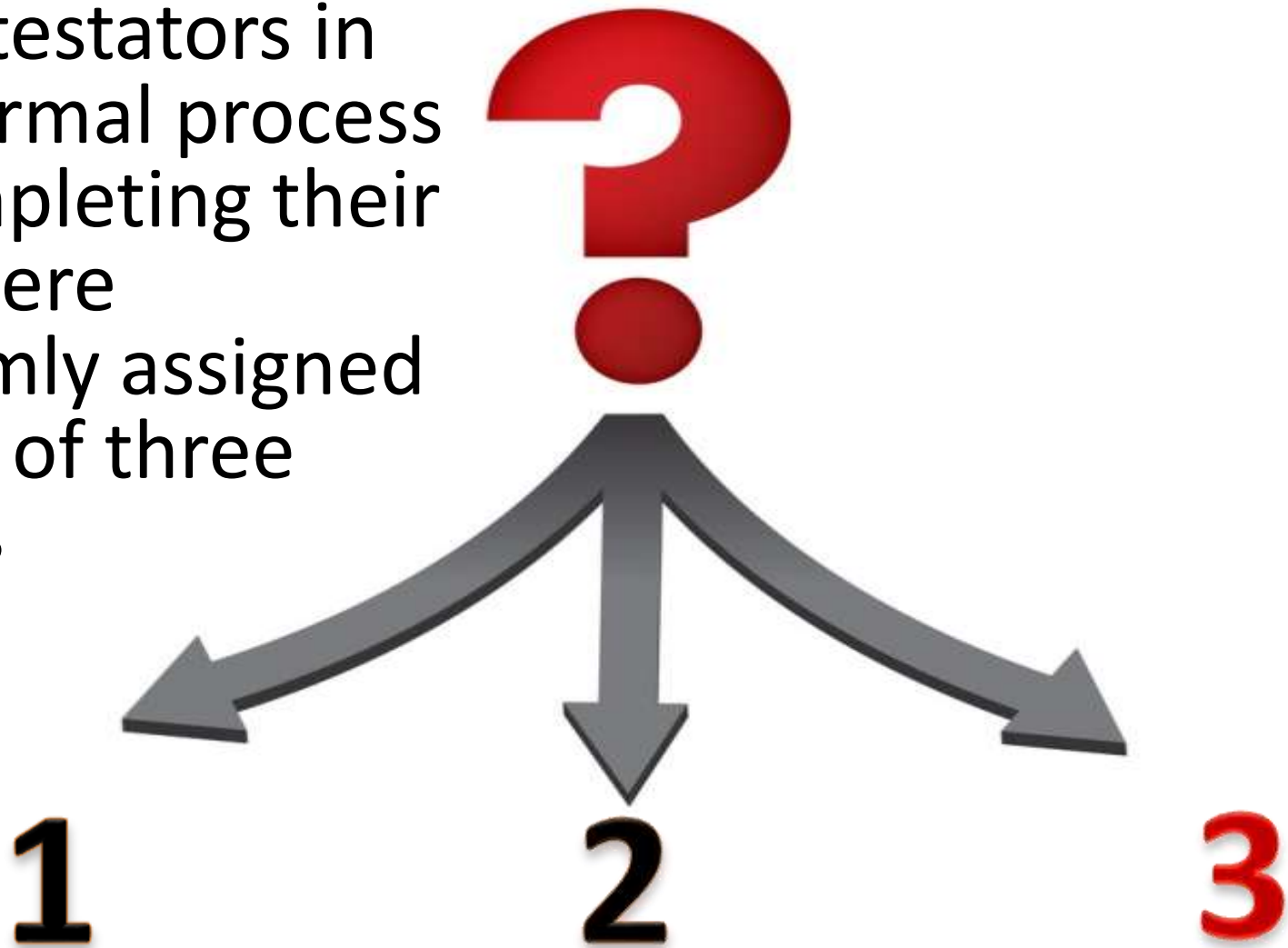
Philanthropy is a **SOCIAL** act using the
mechanisms of **FAMILY** bonding

Philanthropy is a **SOCIAL** act using the mechanisms of **FAMILY** bonding



**SOCIAL examples
influence
charitable
estate decisions**

3,000 testators in the normal process of completing their wills were randomly assigned to one of three groups

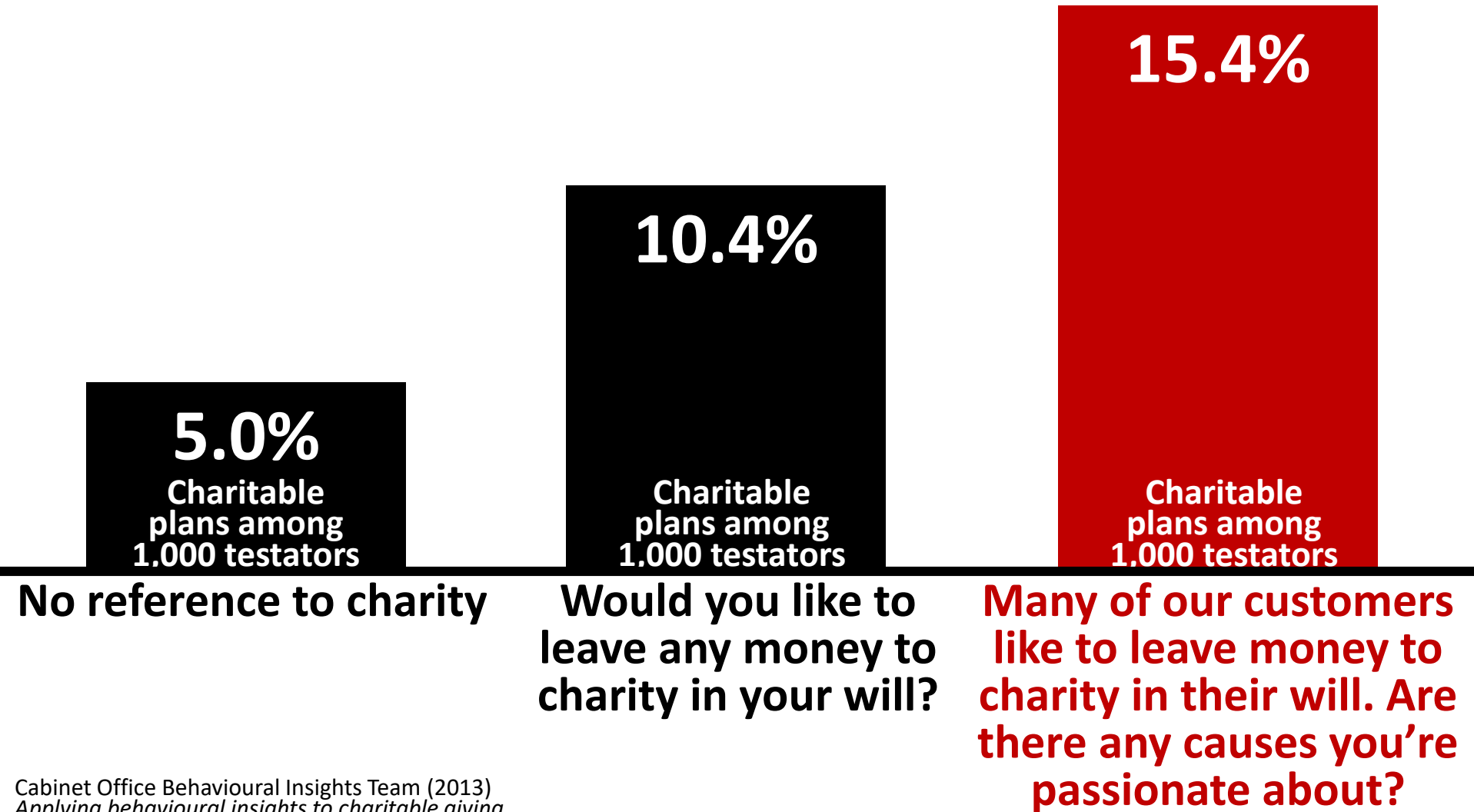


No reference to charity

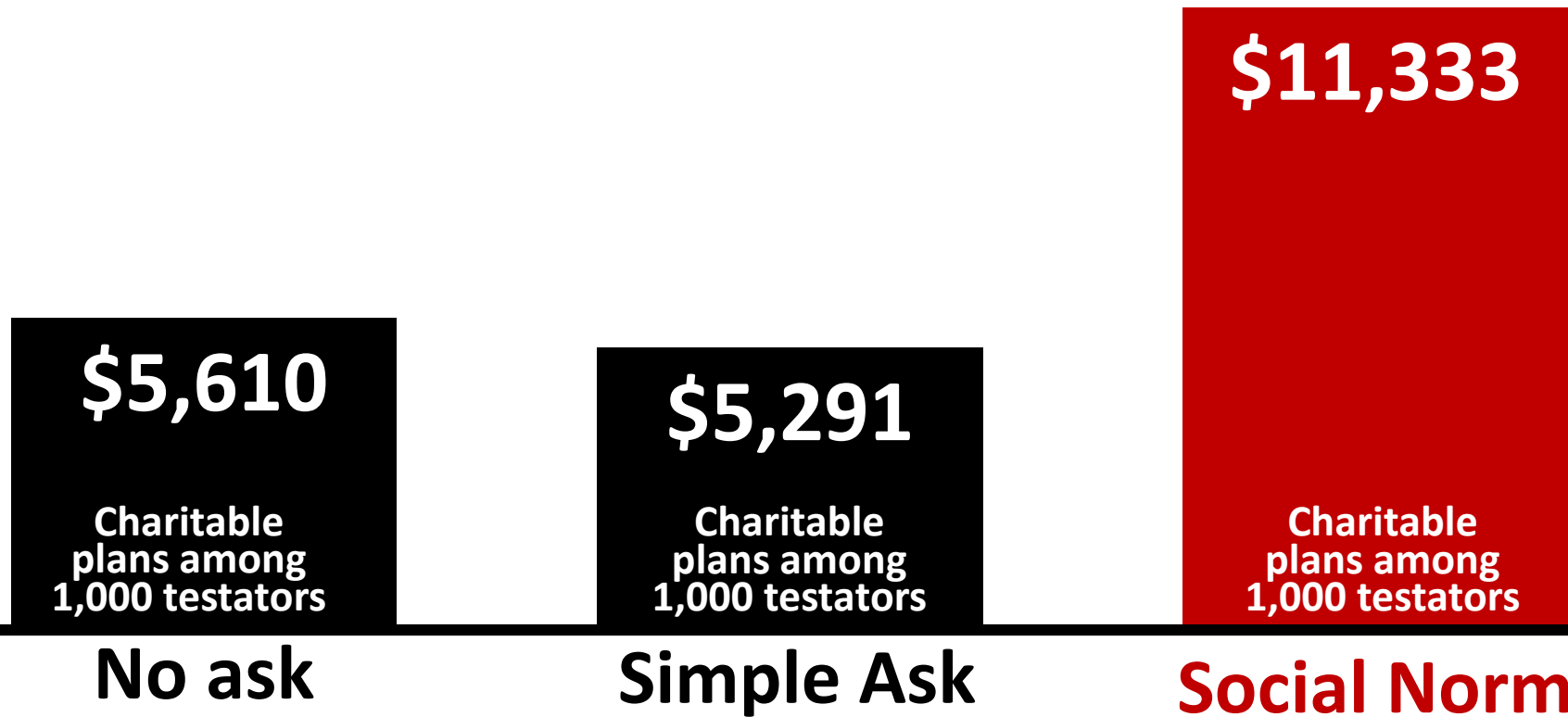
Would you like to leave any money to charity in your will?

Many of our customers like to leave money to charity in their will. Are there any causes you're passionate about?

Charitable bequests are influenced by a simple social example



The social example also increased the average amount of bequest gifts



The social norm increased charitable bequest intentions

2014 Survey, 2,369 Respondents, Groups D/E/LateG+H

**Interested
Now**

**Will Never
Be
Interested**

31%

Many people like to leave a gift to charity in their will. Are there any causes you would support in this way?

9%

23%

Make a gift to charity in my will

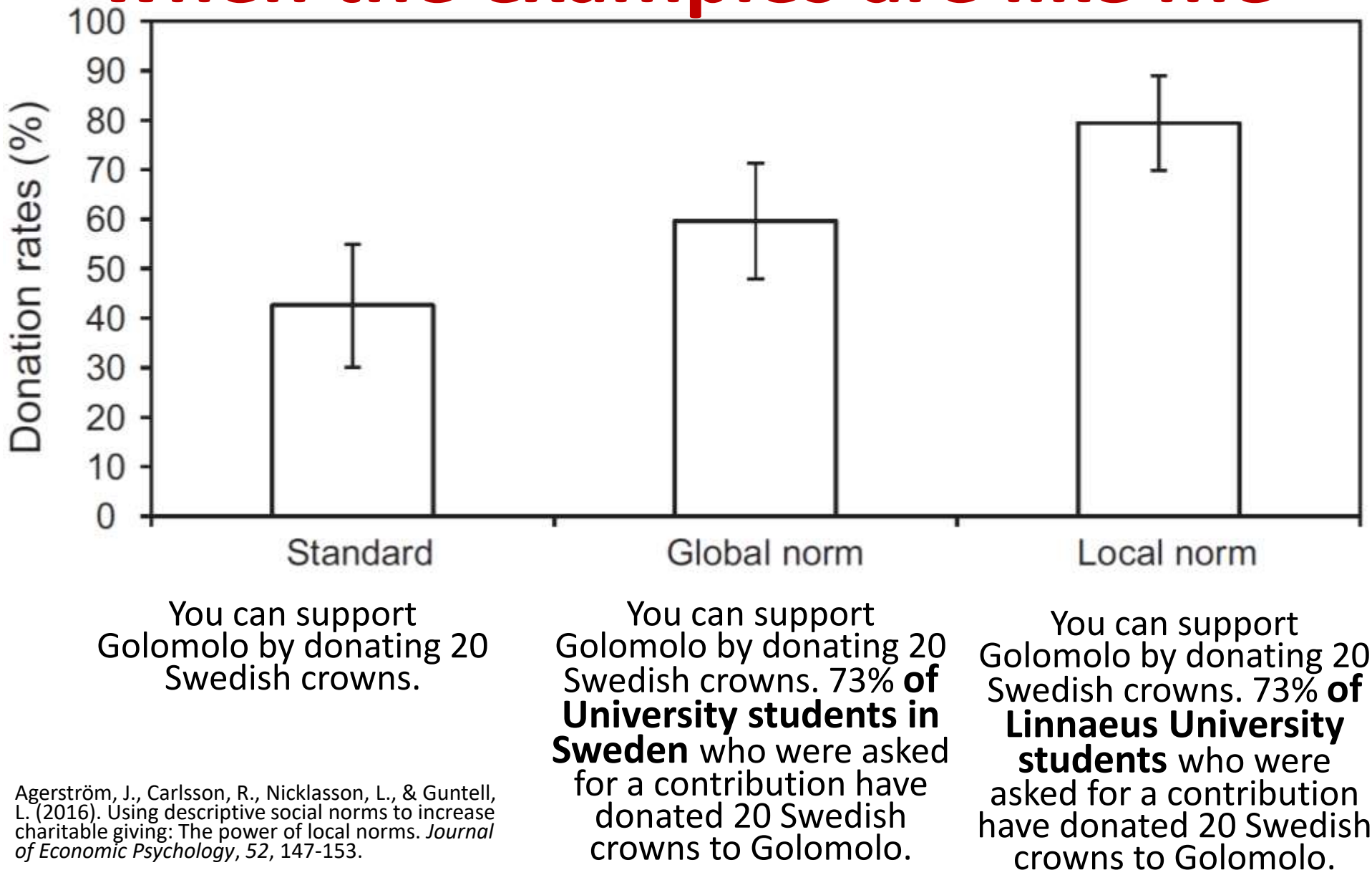
12%

12%

Make a **bequest** gift to charity

14%

Social norms are more powerful when the examples are like me



Agerström, J., Carlsson, R., Nicklasson, L., & Guntell, L. (2016). Using descriptive social norms to increase charitable giving: The power of local norms. *Journal of Economic Psychology*, 52, 147-153.

Testing Charitable Gift Annuity Ad Messages



What “you” would do or what another donor has done?

You make a gift and receive a tax deduction and yearly income for life. Any unused gift amount will go to the charity at the end of your life.

Gift Annuity

Interested Now

Definitely/somewhat/slightly

All: _____%

55+: _____%

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount will go to the charity at the end of her life.

Gift Annuity

All: _____%

55+: _____%

Please rate your interest in pursuing the above described charitable giving arrangement

What “you” would do or what another donor has done?

You make a gift and receive a tax deduction and yearly income for life. Any unused gift amount will go to the charity at the end of your life.

Gift Annuity

Interested Now
Definitely/somewhat/slightly

All: 33.5%
55+: 23.2%

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount will go to the charity at the end of her life.

Gift Annuity

All: 38.6%
55+: 38.6%

Please rate your interest in pursuing the above described charitable giving arrangement

Text only or text and donor picture?

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount will go to the charity at the end of her life.

Gift Annuity

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount goes to the charity at the end of her life.

Gift Annuity

Please rate your interest in pursuing the above described charitable giving arrangement: % Interested now (definitely/somewhat /slightly)

All: ____%

55+: ____%

All: ____%

55+: ____%

Text only or text and donor picture?

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount will go to the charity at the end of her life.

Gift Annuity

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount goes to the charity at the end of her life.

Gift Annuity

Please rate your interest in pursuing the above described charitable giving arrangement: % Interested now (definitely/somewhat /slightly)

All: 38.6%

55+: 38.6%

All: 31.1%

55+: 29.8%

What's the problem with the donor picture? Is it just this photo? This donor age? Is it photos in general or what?



Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount goes to the charity at the end of her life.



Gift Annuity

Interested now (definitely/somewhat /slightly)

55+
_____%

35-54
_____%

U-35
_____%

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount goes to the charity at the end of her life.



Gift Annuity

_____%

_____%

_____%

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount goes to the charity at the end of her life.



Gift Annuity

_____%

_____%

_____%

Interested now (definitely/somewhat /slightly)

55+
24.4%

35-54
38.4%

U-35
44.5%



Gift Annuity

22.0%

47.4%

32.6%



Gift Annuity

41.1%

30.6%

30.2%



Gift Annuity

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount goes to the charity at the end of her life.

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount goes to the charity at the end of her life.

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount goes to the charity at the end of her life.

How do these compare with text only or a non-donor photo?



**Similar [dissimilar] age donor photos did better
[worse] than text only or non-donor photo**

Why?

**The association was
completely explained
(mediated) by the
answer to one
question...**



*Text
only*



How much do you identify with Sara?

- ☐ She is not at all like me
- ☐ She is not really like me
- ☐ She is a little bit like me
- ☐ She is somewhat like me
- ☐ She is a lot like me

People like me do things like this



Age and gender differences

A larger share of older adults are decidedly resistant to bequest giving and planned giving

Difference in older (50+) v. all respondents

Questions	I Will Never Be Interested	Definitely Interested Now
All gift of cash	+0.1%	+2.4%
All bequest gift	+8.5%	+0.6%
All tribute bequest	+10.1%	-0.2%
All TOD	+13.2%	-0.2%
All donor advised fund	+13.9%	-0.2%
All gift of stocks/bonds	+14.3%	+0.0%
All retained life estate	+15.9%	-0.9%
All CGA	+16.8%	-2.3%
All CRT	+25.2%	-1.9%

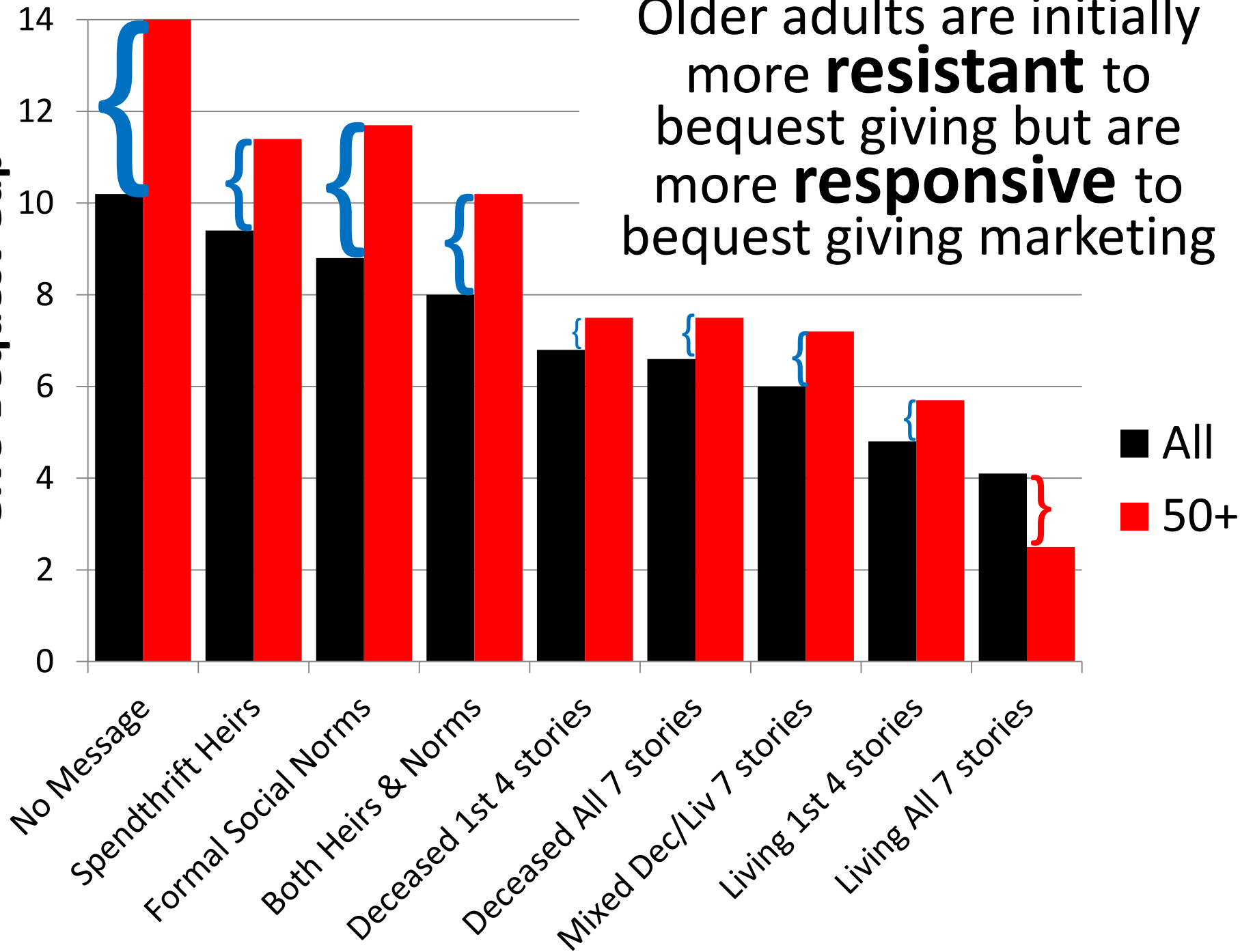


Older adults are initially more **resistant** to bequest giving but more **responsive** to bequest marketing



Give-Bequest Gap

Older adults are initially more **resistant** to bequest giving but are more **responsive** to bequest giving marketing



Older adults initially more resistant to tribute bequest concept (survey #1) but more responsive to tribute bequest reminder (#2)

Will Never Be Interested		
	All	50+
All tribute bequest	20.3%	30.4%

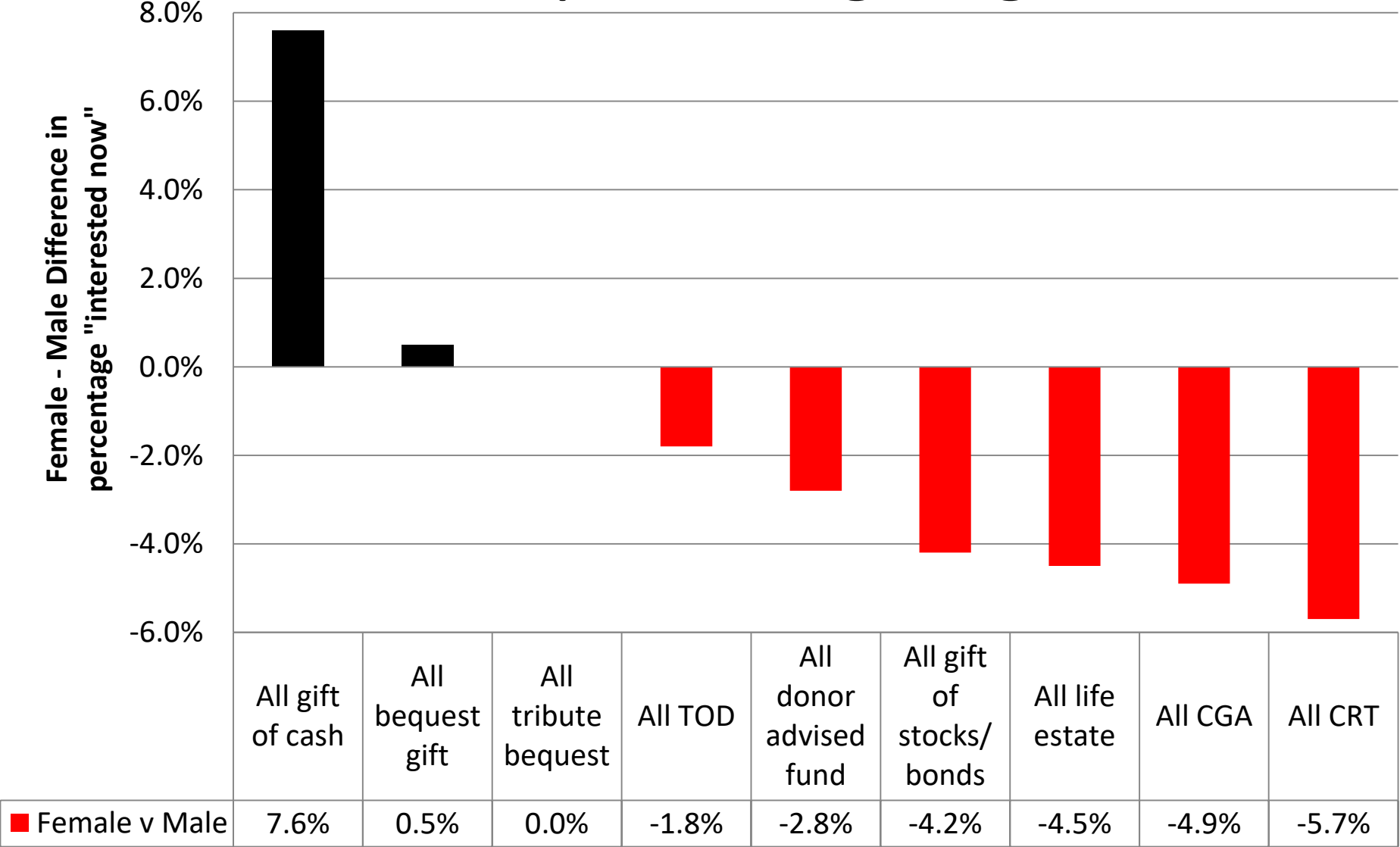
Average share with family/friend connections to each cause

	Total	Age 50+
Memorial reminder	22.1%	27.1%
Living reminder	34.2%	36.1%

Change in charitable bequest intention for those with family/friend connection

	Total	Age 50+
Memorial reminder	+13.97	+13.96
Living reminder	+9.22	+9.33

Women have relatively higher interest in cash gifts, equal for bequest gifts, lower for other planned giving



Social Desirability Bias



People are unlikely to report giving as motivated by personal benefits like tax deductions

The motivational effects of tax benefits are clear when measured *directly*

Philanthropy is a **SOCIAL** act using the mechanisms of **FAMILY** bonding

Mentioning tax deductions increases charitable interest

2014 Survey, 1,904 Respondents, Groups D/E/F

Interested
Now
50%

Receive a tax deduction and make a gift that pays you income for life.

Will Never
Be
Interested
8%

33%

Make a gift that pays you income for life **and receive a tax deduction.**

14%

31%

Make a gift that pays you income for life.

20%

Mentioning tax deductions increases charitable interest

2014 Survey, 1,826 Respondents, Groups F/B/D

Interested
Now
26%

Immediately receive a tax deduction for 70% of the value of a house or land by making a charitable gift of the property, but keeping the RIGHT TO USE it for the rest of your life.

**Will Never
Be
Interested**
23%

12% Make a charitable gift of either a house or land, but keep the RIGHT TO USE for the rest of your life **and immediately receive a tax deduction for 70% of the value of the property.** **33%**

11% Make a charitable gift of either a house or land, but keep the RIGHT TO USE it for the rest of your life. **42%**

Mentioning tax deductions increases charitable interest

2014 Survey, 1,782 Respondents, Groups E/A/C

**Interested
Now**

28%

Get an immediate tax deduction

by making a gift where you still control the investment of the assets, and receive income from the investments for the rest of your life with anything left over going to charity at your death.

**Will Never
Be
Interested**

17%

27%

Make a gift where you **get an immediate tax deduction**, still control the investment of the assets and receive income from the investments for the rest of your life with anything left over going to charity at your death.

20%

21%

Make a gift where you still control the investment of the assets, and receive income from the investments for the rest of your life with anything left over going to charity at your death.

25%

Mentioning tax avoidance increases charitable interest

2014 Nov. Survey, 1,006 Respondents, Groups X/Y

Interested
Now

50%

Avoid capital gains tax
by making a gift of
stocks or bonds to a
charity.

Will Never
Be
Interested

8%

31%

Make a gift of stocks or
bonds to charity.

20%

Social Desirability Bias



It is good to note benefits,
but don't identify personal
benefits as the motivation

Philanthropy is a **SOCIAL** act using the
mechanisms of **FAMILY** bonding

People join the
legacy society so that
everyone will know
how philanthropic
they are.

People who join the
legacy society make a
“second gift” because
their example can
influence others to make
the same commitment.

**Should you reference tax benefits?
How should you do so?**



I might
be/am
definitely
interested

Please rate your level of interest
in clicking on the button to read
the corresponding information.

___ %

Avoid taxes by giving stocks

___ %

**How to avoid taxes by giving
stocks**

___ %

Save taxes by giving stocks

___ %

Tax tips when giving stocks

___ %

**Avoiding capital gains taxes by
giving stocks**

___ %

Giving stocks

I might
be/am
definitely
interested

Please rate your level of interest
in clicking on the button to read
the corresponding information.

28%

Avoid taxes by giving stocks

27%

**How to avoid taxes by giving
stocks**

25%

Save taxes by giving stocks

24%

Tax tips when giving stocks

24%

**Avoiding capital gains taxes by
giving stocks**

16%

Giving stocks



- Use family words (stories and simple words) not formal words
- Use social examples/norms
- Tell life stories of planned donors
- Talk about benefits – in the right way
- Ask about family connections to the cause and give the option of a tribute gift in the will
- Communicate obliquely (use non-death-related packaging)
- Keep communicating to older donors to be top of the mind at the point of decision.



**Philanthropy
as synthetic
family: a
SOCIAL act
using the
mechanisms
of FAMILY
bonding**



Other Phrasing Odds and Ends

How do you say “CGA” so that people will want to know more?



Suppose you are viewing the website of a charity representing a cause that is important in your life. In addition to a “Donate Now” button, the following buttons appear on the website. Please rate your level of interest in clicking on the button to read the corresponding information.

- (1) I am definitely NOT interested**
- (2) I don't think I would be interested**
- (3) I don't know if I would be interested**
- (4) I might be interested**
- (5) I am definitely interested**



Survey #1: 2,550 respondents
assigned to 5 different surveys



I am
definitely
interested

___%

Charitable gift annuities

___%

Life income gifts

___%

**Get a tax deduction and make a
gift that pays you income for life**

___%

Gifts that pay you income for life

___%

Gifts that pay you income

I am
definitely
interested

Survey #1: 2,550 respondents
assigned to 5 different surveys



5%

Charitable gift annuities

9%

Life income gifts

26%

**Get a tax deduction and make a
gift that pays you income for life**

28%

Gifts that pay you income for life

29%

Gifts that pay you income



Does this differ for
people of different
ages, or for people
who make
substantial donations
to charity?

Group Differences

<u>All</u>	<u>55+</u>	<u>Donor \$1k+</u>	<u>I am definitely interested</u>
5%	4%	5%	Charitable gift annuities
9%	11%	10%	Life income gifts
26%	22%	26%	Get a tax deduction and make a gift that pays you income for life
28%	25%	27%	Gifts that pay you income for life
29%	23%	26%	Gifts that pay you income

Is there a better variation of “Gifts that pay you income”?



Survey #2
(2,750 respondents)

Survey #1: 2,750 respondents
assigned to 5 different surveys



I am
definitely
interested

___ %

Gifts that pay you income

___ %

**Gifts that pay you guaranteed
income**

___ %

Gifts that pay you

___ %

**Gifts that pay you income and
avoid taxes**

___ %

Gifts that pay

I am
definitely
interested

Survey #1: 2,750 respondents
assigned to 5 different surveys



30%

Gifts that pay you income

30%

**Gifts that pay you guaranteed
income**

29%

Gifts that pay you

26%

**Gifts that pay you income and
avoid taxes**

24%

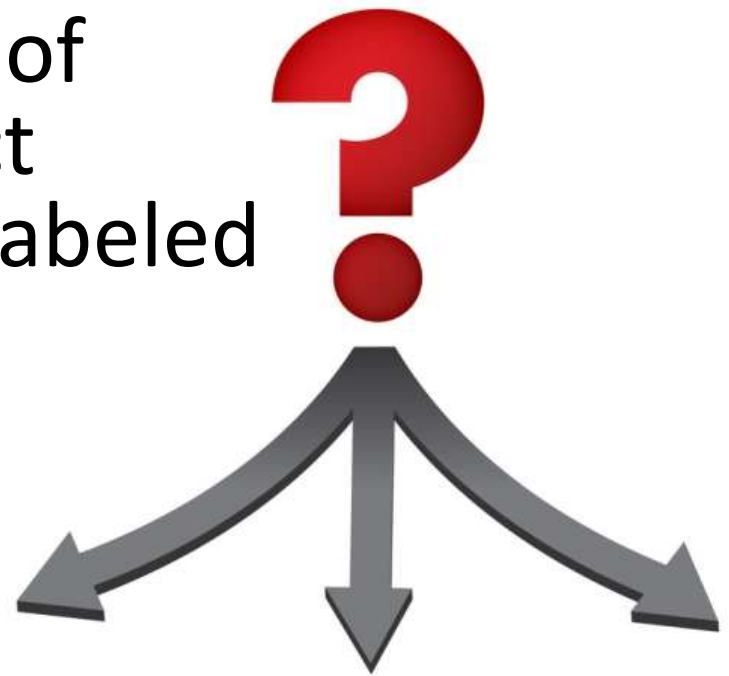
Gifts that pay

A landscape photograph showing a double rainbow arching over a valley. The sky is filled with soft, white clouds, and the ground below is a mix of green and brown, suggesting a rural or semi-arid environment. The rainbow is the central focus, with its colors clearly visible against the sky.

What does it mean?

**When you click on the
phrase, what do you think
you are going to see?**

Which of the following types of information would you expect when clicking on the button labeled " [CGA Term] "



“How to make a gift and, in return, receive lifetime income from the charity”

- (1) I definitely did NOT expect this**
- (2) I didn't really expect this**
- (3) I don't know if I expected this or not**
- (4) I guess I expected this**
- (5) I definitely expected this**

“How to make a gift and, in return, receive lifetime income from the charity”

I definitely
expected
this

Which of the following types of information
would you expect when clicking on the button
labeled "_____"

____%

Charitable gift annuities

____%

Life income gifts

____%

Gifts that pay you income

____%

**Get a tax deduction and make a
gift that pays you income for life**

____%

Gifts that pay you income for life

“How to make a gift and, in return, receive lifetime income from the charity”

I definitely
expected
this

Which of the following types of information
would you expect when clicking on the button
labeled "_____"

15%

Charitable gift annuities

24%

Life income gifts

30%

Gifts that pay you income

31%

**Get a tax deduction and make a
gift that pays you income for life**

34%

Gifts that pay you income for life

Combined Results

“How to make a gift and, in return, receive lifetime income from the charity”

I am definitely
interested

I definitely
expected this

___%	Charitable gift annuities	___%
------	----------------------------------	------

___%	Life income gifts	___%
------	--------------------------	------

___%	Get a tax deduction and make a gift that pays you income for life	___%
------	--	------

___%	Gifts that pay you income for life	___%
------	---	------

___%	Gifts that pay you income	___%
------	----------------------------------	------

Combined Results

“How to make a gift and, in return, receive lifetime income from the charity”

I am definitely interested		I definitely expected this
5%	Charitable gift annuities	15%
9%	Life income gifts	24%
26%	Get a tax deduction and make a gift that pays you income for life	31%
28%	Gifts that pay you income for life	34%
30%	Gifts that pay you income	30%

What is the best “front door” phrase to get people to read about planned giving information?

**They have to be
interested in finding out
more**



**They have to expect to
see planned giving
information (i.e., not
“bait and switch”)**



What is the best “front door” phrase to get people to read about planned giving information?

They have to be interested in finding out more



Suppose you are viewing the website of a charity representing a cause that is important in your life. In addition to a “Donate Now” button, the following buttons appear on the website. Please rate your level of interest in clicking on the button to read the corresponding information.

I am
definitely
interested

___ %

Gift planning

___ %

Planned giving

___ %

Giving now & later

___ %

Other ways to give

___ %

Other ways to give smarter

I am
definitely
interested

3%

Gift planning

4%

Planned giving

7%

Giving now & later

16%

Other ways to give

20%

Other ways to give smarter

What is the best “front door” phrase to get people to read about planned giving information?

Which of the following types of information would you expect when clicking on the button labeled
" _____ "

They have to expect to see planned giving information (i.e., not “bait and switch”)



12 types of planned giving information

Which of the following types of information would you expect when clicking on the button labeled "_____"? How to...

1. make a gift of stocks
2. make a gift of bonds
3. make a gift of real estate
4. make a gift in your will
5. make a gift in your living trust
6. make a gift by naming a charity as death beneficiary of your life insurance policy
7. make a gift by naming a charity as death beneficiary of your IRA or retirement account
8. make a gift by naming a charity as death beneficiary of your bank account
9. make a gift and, in return, receive lifetime income from the charity
10. avoid capital gains taxes by making charitable gifts
11. avoid estate taxes by making charitable gifts
12. avoid income taxes by making charitable gifts

Overall average for all 12 types of planned giving information

I definitely
expected this

___ %

Gift planning

___ %

Planned giving

___ %

Giving now & later

___ %

Other ways to give

___ %

Other ways to give smarter

Overall average for all 12 types of planned giving information

I definitely
expected this

20% Gift planning

12% Planned giving

7% Giving now & later

15% Other ways to give

19% Other ways to give smarter

**12% Other ways to give cheaper,
easier, and smarter**

Combined Results

12 types of PG
info average

I am definitely
interested

I definitely
expected this

3%	Gift planning	20%
4%	Planned giving	12%
7%	Giving now & later	7%
16%	Other ways to give	15%
20%	Other ways to give smarter	19%

How should you say that you want to share information about making a gift in a will?



I might be/
am definitely
interested

___%	Gifts in wills
___%	Gifts in a will
___%	Tax tips for gifts in a will
___%	How to make gifts in a will
___%	Gifts in your will
___%	Will planning
___%	Bequest gifts

I might be/
am definitely
interested

26% Gifts in wills

26% Gifts in a will

27% Tax tips for gifts in a will

27% How to make gifts in a will

28% Gifts in your will

28% Will planning

18% Bequest gifts

Previous finding

2014 Survey, 1,246 Respondents, Groups D/E

**Interested
Now**

**Will Never
Be
Interested**

23%

Make a gift to charity in
my will

12%

12%

Make a **bequest** gift
to charity

14%

Don't use "Bequest"

2014 Survey, 1,203 Respondents, Groups **D**/C

Interested
Now

12%

Make a gift by naming a charity as a **transfer-on-death beneficiary** on a bank account or retirement account.

Will Never
Be
Interested

26%

9%

Make a **bequest** gift by naming a charity as a **beneficiary** on a bank account or retirement account.

31%

**What about
broader estate
planning
terms?**



I might be/
am definitely
interested

___%	Will planning
___%	Legacy planning
___%	Legacy giving
___%	Planning with trusts & estates
___%	Estate planning
___%	Estate giving

I might be/
am definitely
interested

28%	Will planning
18%	Legacy planning
18%	Legacy giving
17%	Planning with trusts & estates
16%	Estate planning
14%	Estate giving

Instead of a broad estate planning term, what about a long list of several terms?



I might be/
am definitely
interested

___% **Gifts in wills**

___% **Gifts in wills, trusts, or
retirement accounts**

___% **Gifts in wills, trusts, retirement
accounts, or life insurance**

___% **Gifts in wills & trusts**

I might be/
am definitely
interested

26% **Gifts in wills**

25% **Gifts in wills, trusts, or
retirement accounts**

24% **Gifts in wills, trusts, retirement
accounts, or life insurance**

23% **Gifts in wills & trusts**

Do people expect to see a broad range of estate planning information?

- 1. How to make a gift in your will**
- 2. How to make a gift in your living trust**
- 3. How to make a gift by naming a charity as death beneficiary of your life insurance policy**
- 4. How to make a gift by naming a charity as death beneficiary of your IRA or retirement account**
- 5. How to make a gift by naming a charity as death beneficiary of your bank account**

Gifts in wills	Estate Planning	Gifts in wills, trusts, retirement accounts or life insurance	I definitely/ guess I expected this
82%	64%	80%	1. Make a gift in your will
49%	53%	76%	2. Make a gift in your living trust
51%	48%	63%	3. Make a gift by naming a charity as death beneficiary of your life insurance policy
48%	46%	59%	4. Make a gift by naming a charity as death beneficiary of your IRA or retirement account
52%	46%	50%	5. Make a gift by naming a charity as death beneficiary of your bank account

26%

Gifts in wills

16%

Estate Planning

24%

Gifts in wills, trusts, retirement accounts or life insurance

I might be/am definitely interested

82%

64%

80%

1. Make a gift in your will
2. Make a gift in your living trust
3. Make a gift by naming a charity as death beneficiary of your life insurance policy
4. Make a gift by naming a charity as death beneficiary of your IRA or retirement account
5. Make a gift by naming a charity as death beneficiary of your bank account

49%

53%

76%

51%

48%

63%

48%

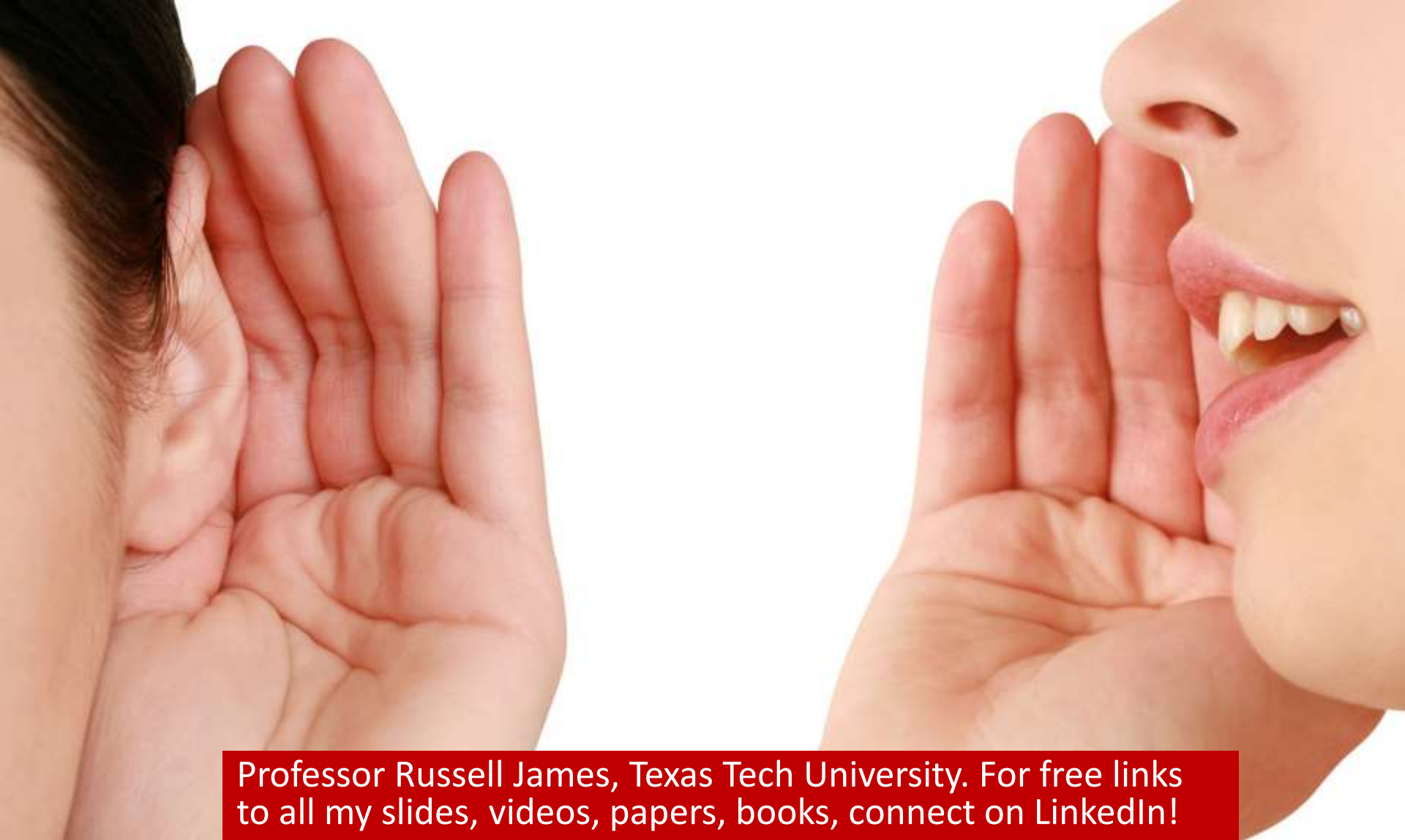
46%

59%

52%

46%

50%



Professor Russell James, Texas Tech University. For free links to all my slides, videos, papers, books, connect on LinkedIn!

Words That Work

Phrases that encourage major & planned gifts